

ANALYSIS OF MARKETING STRATEGY IN THE HOME SEWING BUSINESS "MBAK JAR"



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Abstract

The purpose of this study is to describe the application of marketing strategies in the home sewing business "Mbak Jar" and to identify the obstacles faced in the marketing strategies of this business. This type of research uses qualitative research with a case study design. The validity of the data is carried out through qualitative triangulation of sources and methods. Data collection techniques used are interviews, observations, and documentation. Data analysis techniques include data reduction, data presentation, and drawing conclusions and verification. The results of the study show that this sewing business targets a specific market segment, namely individuals who need clothing repair and tailoring services, focusing on housewives, students, office workers, TNI members, and police officers. The marketing mix of this business includes high-quality products with personal designs, competitive prices, strategic location, and promotion through word-of-mouth marketing and WhatsApp. SWOT analysis shows that the main strength lies in the quality of stitching and service, while weaknesses include limitations in social media promotion. The main obstacle faced is in digital marketing, with the strategies applied still limited and lacking mastery of social media technology, affecting the business's ability to maximize its online promotion potential. The SWOT analysis indicates that this sewing business faces tight market competition, changing consumer preferences, and unstable economic conditions, which can affect customers' purchasing power and the need for services.

Keywords: Marketing Strategy, Home Industry, Sewing Industry

INTRODUCTION

A home sewing business is a type of small enterprise run from home, focusing on the creation, repair, or modification of clothing and other textile products. This business typically starts with relatively small capital and involves the owner and a few skilled workers (Arifin, 2023). The services offered include custom-made clothing, repairing damaged garments, and adjusting clothing sizes. Key to the success of this business is providing fast, friendly, and personalized service (Husnah & Dharma, 2023). Additional services such as design consultation, home fittings, and sewing warranties can enhance customer satisfaction. Amidst increasing competition, home sewing businesses like Mbak Jar need to develop effective marketing strategies to maintain and expand their customer base.

Marketing strategy is a crucial approach that guides a company's marketing efforts to achieve its business objectives (Nst et al, 2023). According to recent literature, various marketing strategies can be applied, ranging from market segmentation and targeting to understand different consumer groups, to using the marketing mix, which includes Product, Price, Place, and Promotion, to align products with market needs. A strong product positioning plays a vital role in differentiating the company from its competitors and building the desired brand image in consumers' minds. Additionally, marketing strategy development includes the adoption of digital technology and social media, which increasingly influence how businesses interact with customers, as highlighted in the book *Marketing Management* by Kotler & Keller (2016), which emphasizes digital transformation in marketing to enhance engagement and reach a broader market.

Marketing strategy in the context of a home sewing business involves various approaches to attract and retain customers on a small scale (Anggraeni & A'yuni, 2023). Common strategies include precise market segmentation to determine suitable target consumers. This business often adopts marketing strategies focused on personalization and close relationships with customers, given its nature of providing custom sewing and clothing modification services. According to Kotler & Keller (2016), effective marketing strategies in small businesses often include the use of social media and SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to build brand awareness and directly engage with the

target market. This approach aligns with the trend of using digital technology and online platforms to reach a broader audience, as found in the McKinsey & Company (2020) case study on digital marketing in the creative industry. Moreover, the importance of maintaining product quality and personalized service in home sewing businesses is also emphasized in journal articles discussing quality management and customer satisfaction, such as those presented by Homburg, Jozić, & Kuehnl (2017) in the *Journal of the Academy of Marketing Science*. This indicates that marketing strategies in home sewing businesses not only leverage modern technology but also strengthen personal relationships with customers to support sustainable business growth.

Research results indicate that the marketing strategy used by Mbak Jar's sewing business through social media is still lacking, as it only uses WhatsApp. Although this approach has been somewhat successful, its marketing reach is limited to the local community and does not extend to a wider audience. Therefore, it is necessary to optimize the marketing strategy through social media and increase the number of employees to maximize marketing and service production.

REVIEW OF LITERATURE

Marketing Strategy

A marketing strategy is a planned effort or method aimed at directing marketing activities to achieve the target market and company goals. Marketing is not just about selling products or services but also involves understanding customers, building strong relationships with them, and providing solutions that meet their needs. This encompasses various activities such as market research, product development, pricing, promotion, and distribution (Kotler & Keller, 2016).

Home Sewing Business

Home sewing business, such as the one run by Mbak Jar, focuses on the creation and repair of clothing and other textile products. This business offers various services, including making new clothing, repairing and altering garments, and custom designs as per customer requests. According to Rahmawati (2020), a home sewing business is a small enterprise that

specializes in the creation and repair of clothing and other textile products. The services provided range from making new clothes, repairing and modifying garments, to designing clothing according to customer requests.

RESEARCH METHOD

This study uses a qualitative research approach with a case study design. The research was conducted from June to July at Mbak Jar's home sewing business, located in Dusun Pundan RT 05/RW 04, Kebondowo Village, Banyubiru District, Semarang Regency, Central Java. Mbak Jar's home sewing business is a service-oriented business offering various sewing services. Initially, the business only provided clothing repair and creation services. Over time, however, the owner expanded the services to include creating garments with various models that attract customers.

Data collection techniques used in this study include interviews, observations, and documentation. Interviews were conducted with the business owner and customers. Additionally, observations were carried out to understand the condition of Mbak Jar's sewing business in marketing its products and services to customers. Data collection through documentation included evidence of customer service, product samples, and the condition of the sewing shop. Data validity was tested using source triangulation and method triangulation. Source triangulation is a technique to verify the truth of information through various sources or informants, while method triangulation aims to verify the truth or validity of information through various methods. Data analysis techniques used refer to Miles and Huberman (2014), which include data collection, data reduction, data presentation, and conclusion drawing. Data were collected through interviews, observations, and documentation, then analyzed to provide a clear picture, making it easier for the researcher to present data in tables, graphs, pictograms, and similar formats. The final step in this research is drawing conclusions, which answer the questions from the formulated problem statement.

RESULTS AND DISCUSSION

Marketing Strategy Implemented by Mbak Jar's Home Sewing Business

Market Segmentation

The market segment for Mbak Jar's home sewing business includes individuals needing clothing repair and creation services. This business targets several key customer groups located in the vicinity of Mbak Jar's sewing business. According to Kotler and Keller (2016), proper market segmentation helps companies to understand and meet the specific needs of each customer group, allowing products and services to be tailored more effectively. This aligns with the findings of Harsono and SM (2015), who state that businesses capable of identifying market segments well have better potential for growth and development. By targeting these different customer groups, Mbak Jar can offer specific and relevant services, thereby enhancing customer satisfaction and loyalty.

Target Market Determination

The aim of targeting specific markets is to optimize product and service offerings that meet the specific needs of each customer group. Housewives often need daily clothing repair services for themselves and their families. Students are also an important market segment, particularly due to their need for school uniforms. Office workers rely on sewing services for neat, professional, and comfortable work attire. Military and police officers require tailored uniforms for their duties. According to Kotler and Keller (2016), focusing on specific target markets enables businesses to adjust marketing strategies and products more effectively to meet customer needs. Additionally, Jalal (2016) emphasizes that clear market targeting helps direct marketing and product development efforts and design more relevant offerings for each segment.

Positioning

Mbak Jar's home sewing business positions itself in the market by emphasizing high-quality stitching, personal and flexible service, and friendly and responsive service. This positioning strategy is designed to differentiate Mbak Jar from competitors and attract customers who value high quality and superior customer experiences. High-quality stitching is a key element in Mbak Jar's positioning. According to Armstrong and Kotler (2015), superior product quality is a major factor in building a good reputation and gaining customer

loyalty. Consistent quality helps distinguish Mbak Jar from competitors and ensures customer satisfaction.

Marketing Mix

Mbak Jar's home sewing business employs a marketing mix strategy that includes four main elements: product, price, place, and promotion. High-quality products with personal designs are the main elements of Mbak Jar's marketing mix. According to Tjiptono (2019), superior product quality is one of the key factors in attracting and retaining customers. Competitive pricing is the next important strategy. Mbak Jar sets competitive prices considering material costs, design complexity, and market standards. Kotler and Armstrong (2016) emphasize that an appropriate pricing strategy can increase customer appeal and balance quality and cost. The strategic location, easily accessible to major market segments such as office complexes, military, police, and schools, is also an advantage. Promotion through word-of-mouth marketing and WhatsApp is the primary promotional strategy used by Mbak Jar. According to Tjiptono and Chandra (2017), effectively using social media and digital communication platforms can enhance customer engagement and expand marketing reach.

SWOT Analysis

SWOT analysis is a vital tool for evaluating the strengths, weaknesses, opportunities, and threats faced by Mbak Jar's home sewing business. The main strength lies in high-quality stitching and good service. According to Tjiptono (2019), good product and service quality are crucial factors in maintaining customer loyalty and building a positive reputation. The main weakness is the less effective social media promotion. According to Kotler and Keller (2016), the inability to utilize technology and social media can hinder businesses from reaching a larger audience and increasing brand awareness. Mbak Jar has significant opportunities through service expansion and partnerships with schools, government agencies, or private companies. According to David (2016), seeking and leveraging new opportunities is key to sustainable business growth. The main threats come from intense competition and changing consumer preferences. Rangkuti (2018) emphasizes that competition and changes in consumer preferences are external factors that can affect the sustainability and success of a business.

Digital Marketing

Mbak Jar's home sewing business leverages digital marketing to reach and interact with customers more effectively. WhatsApp is the main tool used for communication and promotion, despite limitations in using other social media platforms. According to Riswandi (2018), using WhatsApp in small businesses can enhance more effective and efficient communication with customers and strengthen business relationships.

Relational Marketing

Relational marketing is a strategy focused on building and maintaining long-term relationships with customers. Mbak Jar's home sewing business adopts this approach by emphasizing friendly service and intensive communication to foster good relationships with customers. According to Tjiptono (2019), friendly and courteous service is an important factor in creating a positive customer experience and building customer loyalty.

Customer Management

Customer management is an important aspect of business operations focused on understanding and meeting customer needs and expectations. Mbak Jar's home sewing business implements customer management with a personal approach, maintaining high-quality stitching and timely delivery, and enhancing loyalty through good service. According to Ndubisi (2017), good service can strengthen relationships with customers and increase loyalty, which is crucial for long-term success.

Challenges in Marketing for Mbak Jar's Home Sewing Business

Digital marketing is a crucial aspect for expanding reach and increasing brand awareness for small businesses. However, Mbak Jar's home sewing business faces several challenges in its digital marketing strategy. These challenges include a lack of effective marketing strategies, limited mastery of social media technology, and reliance on WhatsApp and word-of-mouth promotion. According to Kotler and Armstrong (2017), effective use of social media can help small businesses reach a wider audience, build a community, and interact more dynamically with customers. Limited mastery of social media technology is a significant barrier in Mbak Jar's digital marketing efforts. Social media platforms such as Facebook, Instagram, and TikTok have great potential to increase business visibility and

attract new customers. However, the lack of expertise in effectively utilizing these platforms hinders Mbak Jar from maximizing the benefits of social media.

SWOT analysis helps in understanding a business's strengths, weaknesses, opportunities, and threats. In the context of Mbak Jar's home sewing business, several major obstacles include intense market competition, changes in consumer preferences, unstable economic conditions, and limited access to and utilization of digital technology. Competition in the sewing industry is often very tight, especially in areas with many similar service providers. Intense competition forces businesses like Mbak Jar to continuously innovate and improve their services to remain relevant and attractive to customers. According to Tjiptono (2019), intense competition can affect market share and profit margins, and force businesses to adopt effective differentiation strategies. Consumer preferences can change over time, influenced by fashion trends, personal needs, or other factors. These changes can make it difficult for sewing businesses to adjust their products and services to new customer expectations.

Effective customer management is key to building long-term relationships and maintaining customer loyalty. However, Mbak Jar's home sewing business faces significant challenges in customer management, including maintaining consistent communication and resource limitations that can affect service quality. Consistent and effective communication is essential in customer management. Challenges in maintaining communication consistency can include issues in responding to customer requests promptly, ensuring messages are always aligned with company standards, and conveying relevant information. The inability to maintain consistent communication can lead to confusion or dissatisfaction among customers. According to Kotler and Keller (2016), consistent communication helps build trust and strengthen the relationship between the business and its customers. Resource limitations, both in terms of labor and technology, can affect the business's ability to deliver high-quality services.

CONCLUSION

The marketing strategy of this sewing business targets specific market segments, namely individuals needing clothing repair and creation services, with a focus on housewives, students, office workers, and members of the military and police. In positioning, Mbak Jar aims to stand out as a provider of high-quality sewing services with personal and flexible service, supported by friendly and responsive customer interactions. The business's marketing mix includes high-quality products with personalized designs, competitive pricing, strategic location, and promotion through word-of-mouth and WhatsApp. However, SWOT analysis reveals that the primary strengths lie in sewing quality and service, while weaknesses include limitations in social media promotion. Opportunities for service expansion and partnerships exist, yet threats from competition and changing consumer preferences need to be monitored. In digital marketing, the use of WhatsApp as the primary tool for communication and promotion proves effective but is limited in reaching other social media platforms. Relational marketing is prioritized with friendly service and intensive communication to foster strong customer relationships. In customer management, a personal approach and emphasis on sewing quality and punctuality help enhance customer loyalty. Overall, Mbak Jar demonstrates a good understanding of their market and customers, but needs to improve digital promotion and address challenges from competition and changing preferences to ensure future growth and sustainability.

There remain challenges in enhancing operational efficiency and effectiveness at Mbak Jar's home sewing business. In digital marketing, the current strategies are limited, with insufficient mastery of social media technology, affecting the business's ability to fully leverage online promotion potential. The reliance on WhatsApp and word-of-mouth marketing shows limitations in reaching a broader audience. SWOT analysis identifies that Mbak Jar faces intense market competition, shifting consumer preferences, and unstable economic conditions, which can impact customer purchasing power and service needs. Limitations in access to and utilization of digital technology also present significant barriers, hindering effective promotion and communication. In customer management, key challenges include maintaining consistent communication and addressing resource constraints that affect service quality. These limitations can result in suboptimal service and disrupt customer

relations. Overall, to address these challenges, Mbak Jar needs to enhance its digital marketing strategies, expand its use of social media technology, and manage resources more efficiently. By improving these areas, Mbak Jar can strengthen its market position, improve service quality, and maximize growth and sustainability in the future.

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